



CASE STUDY

Snack Food Campaign

STORY

A popular snack food brand was searching for an upbeat and reminiscent way to engage shoppers and drive awareness, while building excitement for their iconic products. Additionally, they were searching for a partner to help them reconnect with their consumers' loyalty and inspire them to make a purchase both in-stores and online at Walmart.

CAMPAIGN GOALS

- Boost awareness and create buzz around the product launch
- Increase customer loyalty through an interactive and nostalgic experience
- Drive sales in-store and online at Walmart

HOW WE HELPED

Breaktime Media worked with the brand to build an engaging and fun digital experience that leveraged personalized, interactive content to educate shoppers about the brand and its products while generating excitement.

CAMPAIGN COMPONENTS

- **Trivia:** Shoppers tested their knowledge with trivia questions that lead to a personalized product suggestion based on their answers
- **Add-to-Cart:** Shoppers were able to add snacks directly to their digital shopping carts for purchase answers
- **Listicle:** Shoppers explored the brand's sentimental value and ways to create new memories with loved ones
- **Poll:** Shoppers had the chance to vote on their favorite snack flavors

CAMPAIGN RESULTS



4%+

incremental sales lift



52K+

shoppers clicked to get offer



90K+

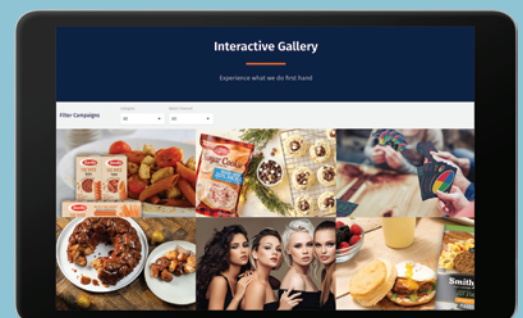
shoppers carted to digital shopping carts



2:24

mins average time spent

For live examples of our campaigns, click on the interactive gallery button below.



[VISIT OUR INTERACTIVE GALLERY](#)